The Use of Artificial Intelligence Techniques in the Arab Media: An Exploratory Study

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Abstract

This study aims to know the use of artificial intelligence techniques in the Arab media from the point of view of Arab journalists, it relied on the descriptive survey approach and on the electronic form that was distributed to a deliberate sample of Arab journalists, numbering (451) individuals, one of the most important findings of the study is, the target sample of respondents follows the news about artificial intelligence techniques at a high rate, and the ability of artificial intelligence techniques to simulate human behavior in carrying out many media tasks, and the topics most employing artificial intelligence techniques in them more from the point of view of the total respondents of the study in the service press, such as knowing weather conditions, currency rates, gold, and others, the respondents' answers came in accordance with the attitude of their media institutions towards the use of artificial intelligence techniques in the coming years that they will make some changes and reforms.

Keywords: *Arab journalists, artificial intelligence techniques, media institutions.*

Introduction

Artificial intelligence of course is not only intelligent robots, it is an expanding world, including Internet of things platforms, which means the interconnection of electronic devices from the simplest to the most complex via the Internet, In addition to high-resolution mobile devices, location detection technologies, authentication applications and fraud detection and forgery, in addition to three-dimensional printing, data analysis devices, advanced algorithms, and information collection technologies, and other smart applications that, if they are invested scientifically, it will take Artificial intelligence journalism a long way, and even put its feet in the future while it is still in the present, or so it can be put it.

Many watched years ago the Chinese news agency Xinhua broadcast a talk of the first virtual broadcaster, in which the audio recording and video were combined in real time with a virtual character, through the technology of simulating human mental abilities. Then the South Korean virtual presenter Kim appeared two years ago, to read a news bulletin with a real presenter, and even talk to her, in a clear development of artificial intelligence that can be used in times of emergency and crisis, for example, and until the technology is developed and adopted to be the virtual broadcaster then, like the real one, they are placed on the news schedules and the programs may be presented individually after a while.

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"Artificial intelligence" technologies have revolutionized the concepts of work in several fields, including the media, especially the Arab media, experts believe that the rapid growth of this technology is affecting all areas of human life.

In general, the media may be one of the areas that artificial intelligence will sweep and launch without limits, which made the largest international media organizations, especially after the last Corona crisis, it accelerated its steps to activate the idea of embracing advanced technologies such as artificial intelligence in order to maintain the media industry, at a time when technology is mixing and competing with many human fields of work, not just the media industry[4].

Research Importance

The importance of this message stems from the importance of the topic it addresses, which is related to trying to identify artificial intelligence, its nature and its role in promoting Arab media, by providing Arab media with new technologies in the world of devices, the concept of artificial intelligence has recently received wide attention from decision makers in various organizations, as the interest in this topic prompted many organizations to adopt it as a basic strategy to enhance performance in order to ensure their survival and continuity and enhance their growth and profitability opportunities.

Research Objectives:

Accordingly, according to the presented presentation, this research aims to:

1-   Knowing the role played by artificial intelligence in the work of Arab media.

2-   Shedding light on the professional status of alternative journalism from the point of view of Arab journalists.

3-   Knowing the forms of media content produced in artificial intelligence.

4-   Identify the techniques used by artificial intelligence among Arab journalists.

5-   Identify the role played by artificial intelligence devices and the extent of its usefulness in the media.

6-   Explanation of the most important reasons for the emergence of artificial intelligence.

7-   Identify the concepts of artificial intelligence, its inputs and aspects that enhance the media.

Research Problem and its Questions:

Artificial intelligence and the use of media have raised a gap of serious questions for media message producers, a key question arises: How to use artificial intelligence in the Arab media Sub-questions are answered by this study, namely:

1-   What is the degree of follow-up of the respondents to the news of artificial intelligence techniques?

2-   What is the role of artificial intelligence in Arab media work and can it simulate human media work?

3-   How does the use of artificial intelligence affect the work of the media in its many fields?

Research hypotheses

The study is based on a set of hypotheses, namely:

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[4] Dr. Abdullah Al-Emadi, 2023, Artificial Intelligence and the Future of Media. Threat or promotion, Al Jazeera website.

1-   There is a relationship between the degree of compatibility of the respondents' field of work with artificial intelligence techniques and both: the degree of its use has the nature of its use, and the expected future developments of these technologies in the media field.

2-   There are statistically significant differences according to the type according to the degree of interest in following up the developments of artificial intelligence, the expected benefit of artificial intelligence techniques is the degree of compatibility of the current field of work of the respondents with those techniques.

3-   There is a relationship between the expected effort and both the need for respondents to keep pace with the change that artificial intelligence techniques will make, the degree to which respondents use artificial intelligence techniques and the extent to which respondents develop their practical skills in the field of artificial intelligence.

Research Theory:

-      Cultural Implantation Theory:

The researcher relies in his study on the theory of cultural implantation as the closest scientific theories in studying the trends of the role of artificial intelligence in enhancing the work of the media, the theory of cultural implantation is one of the theories that were introduced early to study the effects of the media, and is concerned with the long-term cumulative impact of the media, implantation refers to the convergence of the public's perception of social reality, and the long-term formation of those perceptions and beliefs about the world as a result of exposure to the media.

Research Terms:

 This study included two important terms, mentioned in its title, namely:

1-   Artificial intelligence: Ready-to-use artificial intelligence can be anything from self-contained databases, which are self-repaired using machine learning, and access to pre-built models that can be applied to a variety of datasets to solve challenges such as image recognition and text analysis.

2-   Arab media: The phrase Arab media refers to the content of Arab media and journalists and the extent of their influence on Arab culture in all eras, in general, the media includes anything related to print media, broadcasting, media, advertising, cinema and more[5].

-      Research Tools:

With regard to research tools, we have conducted a preliminary exploratory study in general on the subject of artificial intelligence the aim is to identify the nature of its work to reach the research sample, which is the media in some Arab media and the work of the questionnaire related to the questions of the study, " the questionnaire is one of the most common methods of collecting information and data in research and media studies, this is due to its diversity and multiplicity, which makes it serve the purposes of the scientific research process."

This research was accompanied by an effort to try to find a large number of sources and references.

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[5] Ister, Martin, Dovey, Jon, Giddings, Seth; Grant, Iain; Kelly, Kieran (2009). New Media: A Critical Introduction, Rout ledge.

Previous studies:

Studies in Arabic:

1-   A study (Mohammed Gamal, 2021)[6] The results of this study confirmed the importance of applying robot journalism in Egyptian press websites for its ability to provide and produce journalistic content more distinguished than that provided by human journalists and more credible than it to the public and its positive impact on the professional and ethical dimensions of journalistic work, and that the Cairo 24 news site has achieved its goals of applying robot journalism to replace the human journalist in the future, as the nature of the relationship between them is largely integrated and not competitive.

2-   A Study (Amr Abdel Hamid, 2020)[7] The study concluded that the effects of artificial intelligence applications in the Egyptian media are still limited, given that they are in the cradle stage, opinions differ on the success of drafting content through artificial intelligence tools between those who see it as boring and traditional descriptive style, and those who evaluate it as content with a high level of credibility, and that the average audience may find it difficult to distinguish between content written through artificial intelligence and the real sender.

Studies in Foreign Language:

1-   A study (Srikrishna Chintalapati & Shivendra pandey 2021)[8], which indicated that marketing is one of the most important areas of business that is witnessing digital transformation, which has been enhanced by the continuous and increasing influence of artificial intelligence on a very intensive scale, where its tools are used to provide high-quality results quantitatively and qualitatively, especially with the ability of artificial intelligence technologies to continuously learn and help predict the purchasing intentions of customers, on the other hand, the study also indicated that the development in artificial intelligence will raise more concerns that it will become more capable of creative thinking compared to human thinking, which will lead to domination of many human tasks.

2-   Study (Andrew Duffy, et al,2020)[9] in how business journals frame industrial automation and its impact on management decisions, the study found that there is an integrated relationship between people and artificial intelligence techniques in providing solutions to work problems, and the existence of a state of inevitable steadfastness of these techniques on the commitment to objectivity and traditional journalistic neutrality, the study found the prevalence of positive and optimistic frameworks using these techniques by action, with a slight presence of alternative or contrary points of view to this idea in press reports, the study showed that readers who have a passion and a constant need to know everything that is advanced and modern tend to accept artificial intelligence technology and are prepared to use it.

Comment on Previous Studies:

Most studies agreed on the importance of artificial intelligence tools and techniques, while they differed in estimating the effects of these technologies on journalistic work at

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[6] Mohammed Gamal Badawi, 2021, "Mechanisms of Application and Production of Robot Journalism in Egypt in the Light of the Use of Artificial Intelligence Tools", Faculty of Mass Communication, Cairo University, vol. 75, pp. 47-120.

[7] Amr Mohamed Abdel Hamid, 2020, Employing artificial intelligence applications in the production of media content, Faculty of Mass Communication, Al-Azhar University, Issue Fifty-fifth, Part 5.

[8] Srikrishna Chintalapati & Shivendra Kumar Pandey , ―Artificial Intelligence In Marketing: A Systematic Literature Review‖, International Journal Of Market Research , 2021 , P.P.

[9] " the inexorable rise of the robots trade journal's framing of machinery in the workplace " journalism.   Andrew Duffy , et al,2020 .

the present time or the possible future effects, and therefore there is no clear picture about the future of these technologies, this is difficult to predict, especially with the different societies and countries in question, as well as the factors affecting the adoption and use of artificial intelligence technologies.

Concepts related to artificial intelligence and Arab media.

What is artificial intelligence?

Before we go into this topic, we find it important to define this term or field in a simplified way so that we are aware of the matter as we go through it, artificial intelligence is a science concerned with the manufacture of machines or robots linked to computer systems, they carry out actions that humans consider intelligent, or possess the characteristics associated with intelligence, and make decisions and perform some tasks that require thinking, understanding, hearing, speaking and movement instead of a human.

There are several types of artificial intelligence, including limited ones that are concerned with only one system or field, such as games, for example, and general artificial intelligence approaching to be at the level of human intelligence, so that it can carry out intellectual work and tasks carried out by man himself, the third type is superintelligence, which surpasses human intelligence, I will not talk about the fields of artificial intelligence because they are multiple and complex, but the talk is limited to one area, which is the media in general.

- Media Artificial Intelligence.

Media in general may be one of the areas that artificial intelligence will sweep and launch without limits, which made the largest international media organizations, especially after the last Corona crisis, it accelerated its steps to activate the idea of embracing advanced technologies such as artificial intelligence in order to maintain the media industry, at a time when technology is mixing and competing with many human fields of work, and not just the media industry, Al Jazeera Media Institute is organizing a conference in Doha these days on the impact of artificial intelligence technology and designing the future, during which the conferees look for opportunities, challenges and ethics.

Artificial intelligence journalism will undoubtedly revolutionize the media industry, whether the moderate and honest sober, or the false and trivial media, where there will be no geographical, legal, or any restrictions placed by governments or responsible authorities in each country on freedom of opinion and the transmission of news and information, but the recipient or interacting with the media materials will be the judge, he is the one who decides the validity of any media material or not, after accumulating sufficient experience after a while that will not be long, through which he can separate and make a decision.

This will create a very fierce competition between different media organizations, the winner will undoubtedly be what can be called the opportunity sniper, which is in the form of media organizations from those whose future is crystal clear, it works in its present for tomorrow, and keeps pace with this evolving and renewed reality and harmonizes with it, by seizing any opportunity to update and promote its products, developing production methods and creativity in them, by obtaining the latest advanced technologies in the world of artificial intelligence, and work to integrate them into its industry or the media industry in general.

The biggest loser is undoubtedly the late or the one who is in trouble, till you find it turning after a while from a short time to a consumer or perhaps penetrated by all those sides snipers of opportunities, keeping pace with technical and information development, and dominating the artificial intelligence media market shortly.

The Main Reasons Why Artificial Intelligence is Important in Journalism.

Efficiency and productivity: that AI-powered tools have a role in automating repetitive tasks such as data analysis, content organization and information verification, thus giving journalists time to work on in-depth reporting and creating creative content.

Data Analysis and Insights: Artificial Intelligence enables journalists to quickly analyze vast amounts of data and extract valuable insights and trends that would otherwise be difficult to identify. This data-driven approach enhances the accuracy and depth of reports.

Personalization and audience engagement: Artificial Intelligence algorithms can analyze user behavior and preferences, allowing content creators to deliver personalized content to readers or viewers. This personalized approach improves audience engagement and loyalty.

Verification and fact-checking: Artificial Intelligence algorithms can help journalists verify information and content, helping to combat disinformation and fake news is an important issue in today's media landscape.

Story Discovery - Content Analysis and Production: Artificial Intelligence can analyze large datasets and identify potential story angles and directions, enable journalists to uncover unique and compelling stories that may have gone unnoticed.

Multimedia optimization: Artificial Intelligence provides tools to optimize multimedia content such as automated video editing and image recognition, and speech-to-text capabilities, making content creation easier and more dynamic.

Understanding Audience Behavior – Personalization: Artificial Intelligence analytics provides insights into audience behavior and content consumption patterns, this data helps creators tailor their strategies to better align with their target audience.

Innovation and Preparing for the Future: Embracing Artificial Intelligence in Journalism, content creation puts newsrooms that adopt this approach at the forefront of technological developments, this ensures that it remains competitive in a rapidly evolving media landscape.

It is important to note that the use of artificial intelligence in the press and media sector also poses ethical challenges and considerations, including privacy, fairness, and responsible use of technology, therefore, it is essential that journalists and media companies are aware of these issues, and follow the guidelines for the responsible use of Artificial Intelligence techniques to ensure that Artificial Intelligence is used in a way that benefits society and strengthens journalism.

-        The Advantages of Using Artificial Intelligence in Gathering News and Creating Content.

Your newsroom policy should be flexible and adaptable because your relationship with Artificial Intelligence will continue to evolve.

Efficiency: Artificial Intelligence can process and analyze vast amounts of data much faster than humans, which helps journalists gather information and generate reports in a fraction of the time.

Information checking: AI-powered fact-checking tools can quickly verify the accuracy of information and identify potential misinformation or fake news, which leads to improved reliability of the press.

Unbiased reporting: Artificial Intelligence can help journalists overcome biases by providing data-driven insights, this leads to more objective and impartial reporting.

Audience insights: means a smarter understanding of the audience's perspective, Artificial Intelligence tools can analyze audience behavior and preferences, enable journalists to create content that resonates better with target readers.

- What to Think about When Using Artificial Intelligence in Newsrooms.

Verification and Accuracy: Content generated by Artificial Intelligence may not be completely accurate or always verified, media outlets must have strict information verification protocols and human oversight to ensure that AI-generated news is reliable and credible.

Transparency and Explainability: Artificial Intelligence models can be complex and difficult to interpret, editorial policies should emphasize transparency in the use of Artificial Intelligence tools, this ensures that journalists and readers understand when Artificial Intelligence is being used and how it affects the reporting process.

Privacy and Data Protection: Artificial Intelligence Artificial Intelligence Artificial Intelligence tools often rely on vast amounts of user data, editorial policies must comply with data protection regulations prioritize user privacy in data collection and use.

Quality Control: Relying heavily on Artificial Intelligence to generate content may compromise the quality of reports, media organizations must put in place quality control measures to ensure that AI-generated content meets the same editorial standards as human-written content.

- Editorial Policies that Journalists and Newsrooms Should Consider.

Through the implementation of these editorial policies, media organizations can leverage the benefits of Artificial Intelligence tools while maintaining journalistic integrity, accuracy, and ethical reporting standards in the newsroom.

Artificial Intelligence Ethics Guidelines: Establish clear guidelines on the ethical use of Artificial Intelligence in news reporting, these guidelines should address bias mitigation, transparency, and accountability in the development and deployment of Artificial Intelligence algorithms.

Human Censorship: Ensure that human editors and journalists review and verify AI-generated content before publishing, human oversight is essential to catch errors, maintain editorial standards, and prevent the dissemination of false information.

Diversity and Inclusion: Encourage diverse and inclusive perspectives in news reporting, editorial policies should promote the inclusion of different voices and perspectives to avoid reinforcing biases found in Artificial Intelligence algorithms.

Interpretability and Disclosure: clearly disclose when Artificial Intelligence tools are used in news production, provide explanations of how AI-generated content is created, this promotes transparency and helps build trust with the public.

Data Protection and Consent: Ensure that data collection and use complies with relevant data protection regulations, obtain explicit consent from the user to use the data and implement secure data storage practices.

Continuous Learning and Improvement: Regularly evaluate the performance and effectiveness of Artificial Intelligence algorithms, media organizations must be open to learning from errors and continuously improving Artificial Intelligence systems to enhance accuracy and reliability.

Editorial Training: Providing training to journalists and editors on Artificial Intelligence technology and its effects, this enables them to make informed decisions about the use of Artificial Intelligence tools and understand their impact.

Results of Field Study.

The study was based on the qualitative descriptive approach, through which data closer to reality can be obtained, to identify the reality of artificial intelligence, considering that the qualitative descriptive approach is the most appropriate in clarifying, interpreting and conducting discussions of points of view, the fact that the study focuses on employees in media institutions in the study sample, this approach enables the researcher to identify the details of social and organizational characteristics, and individual behaviors (Lapan, Quartaroli & Riemer, 2012), it provides an opportunity for both the researcher and the researcher to have an open dialogue, which is more in-depth on the subject, and then reach the required responses as much as possible, since the topic is related to the reality of artificial intelligence, the interpretation of the reasons around it and the mechanism of its application, with clarification of aspects related to it, this approach will give greater possibility and flexibility to expand on the topic, and reach better results. This is further achieved through the questionnaire.

Table 1 shows the study sample members according to their numbers and job titles, which vary based on the type of sample and the nature of its responsibilities, and the difference in job titles and the nature of work from one institution to another, the questionnaire has been analyzed.

The study seeks to identify the trends of media and communicators towards the adoption and use of artificial intelligence techniques, and the impact of this on the reality of their media practices and trying to extrapolate the future of using artificial intelligence tools in the field of media by applying to an available intentionality of (451) individuals from communicators divided into a sample of (265) individuals belonging to the Iraqi media and (186) individuals belonging to the Arab media in various departments and sections, especially those related to the digital environment, this is done by employing the unified theory of acceptance and use of technology (UTAUT).

Table 1 Characterization of the study sample according to demographic variables

Nationality of the medium							
Characterization		Iraqi Media		Arab Media		Total	
		K	%	K	%	K	%
1- Type	Male	184	69.4	102	54.8	286	63.4
	Female	81	30.6	84	45.2	165	36.6
Total		265	100	186	100	451	100
2- Age group	Twenties	87	32.8	50	26.9	137	30.4
	Thirties	118	44.5	77	41.4	195	43.2
	Forties	43	16.2	32	17.2	75	16.6
	fifties	14	5.3	27	14.5	41	9.1
	More than fifty	3	1.1	-	-	3	0.7

Total		265	100	186	100	451	100
3- Degree	Less than collectors	4	1.5	-	-	4	0.9
	Academic	221	83.4	158	84.9	379	84
	Master , PhD	40	15.1	28	15.1	68	15.1
Total		265	100	186	100	451	100
The media organization work for	Journalism	83	31.3	45	24.2	128	28.4
	Radio & Television	53	20	52	28	105	23.3
	Website	69	26	49	26.3	118	26.2
	News Agency	30	11.3	14	7.5	44	9.8
	Social Media Account	19	7.2	26	14	45	10
	Other	11	4.2	-	-	11	2.4
Total		165	100	186	100	451	100
The means by which it works	Iraqi					265	58.8
	Non-Iraqi					186	41.2
Total						451	100

It is clear from Table (1) that the largest percentage of the sample for the demographic variable "was for males, according to the variable of the media organization in which they work, press institutions came first, then websites, followed by radio and television, and that is for those who communicate in the Iraqi media or those who communicate with the Arab media, the largest percentage was radio and television institutions, then websites, then press institutions, as for the age variable, it represents the thirties, then the twenties, then the forties, while the education variable was the university degree is the largest percentage.

- Stability and Truthfulness of the Content of the Study Variables:

We used Cronbach alpha coefficient to measure the stability and validity of the content of the study variables for the total sample of variables, it reached (0.854), which indicated high stability, which reflected its impact on self-honesty, which is the square root of the stability coefficient, reaching (0.919).

Table 2 The degree to which respondents follow up on news and developments related to artificial intelligence techniques

F	degree	Iraqi Media		Arab Media		Total	
		K	%	K	%	K	%
1	Weak degree	22	8,3	38	20,4	60	13,3
2	Medium degree	105	39,6	82	44,1	187	41,5
3	Large degree	138	52,1	66	35,5	204	45,2
Total		265	100	186	100	451	100
Arithmetic mean		2,44		2,15		2,23	
Standard deviation		0,64		0,73		0,69	

Table No. 2 shows that the degree of follow-up of respondents affiliated with the Iraqi media to the news of artificial intelligence was a high degree, while the rate of follow-up of respondents to the Arab media represents an average rate, in general, the results indicated a high follow-up rate, the results can be interpreted within the framework of artificial intelligence that has become present in the midst of constant controversy, in addition to the nature of the characteristics of the selected intentional sample members related to the different technological aspects, the interest of Iraqi media communicators can be explained within the framework of Iraq's interest in the field of artificial intelligence.

Table 3 There is a relationship between the degree of compatibility of the field of work of the respondents with artificial intelligence techniques and both the degree and nature of its use.

The degree to which the field of work of the respondents is compatible with the use of artificial intelligence techniques	Correlation coefficient	Level of significance	Result (significance)
The degree to which respondents use artificial intelligence techniques	0.629	0.01	significance
The nature of respondents' use of artificial intelligence techniques	0.432	0.01	significance

Using Pearson's correlation coefficient, the results found a statistically significant positive relationship between the degree of the compatibility of the field of work of the respondents with artificial intelligence techniques and the degree of use of artificial intelligence techniques by the respondents, in contrast to the existence of a statistically significant inverse relationship between the degree of compatibility of the field of work of the respondents with the use of artificial intelligence techniques the nature of the respondents' use of these techniques is voluntary or compulsory through their media institutions to which they belong.

Table 4 The relationship between the perceived benefit of artificial intelligence techniques and the following variables.

The relationship between the perceived benefit of Artificial Intelligence technologies	Correlation coefficient	significance level	Result (significance)
The extent to which respondents need to keep pace with the change that artificial intelligence technologies will bring about	0.749	0.01	significance
The degree to which the field of work of the respondents is compatible with the use of artificial intelligence techniques	0.616	0.01	Significance
Expected voltage	0.399-	0.05	Significance

** Significance at a significant level less than 0.01 * A significance at a significant level less than 0.05

The results of the study proved a statistically significant positive relationship between the perceived benefit of artificial intelligence techniques and both the extent to which respondents should keep pace with change, which will be caused by the applications of artificial intelligence and the degree of compatibility of the field of work of the respondents with the use of artificial intelligence techniques, it was also proven that there is a statistically significant inverse relationship between the perceived benefit of artificial intelligence techniques and the effort expected to be made to train in the use of these techniques, the previous results indicate a correlation between the expectation of communicators about the ability of artificial intelligence technologies to perform media tasks with their various outputs and with great quality.

Table 5 The relationship between the expected effort and the following variables.

Expected voltage	Correlation coefficient	significance level	Result (significance)
The need for respondents to keep pace with the change that artificial intelligence technologies will bring about	0.313	0.05	Significance
The degree to which respondents use artificial intelligence techniques	0.380	0.05	Significance

The need for respondents to develop their practical skills in the field of artificial intelligence	0.742	0.01	Significance

Using Pearson's correlation coefficient, the results proved a statistically significant inverse relationship between the expected voltage and the need for respondents to keep pace with the change that artificial intelligence techniques will bring, on the other hand, there is a statistically significant positive relationship between the expected effort and the need of respondents to develop their practical skills in the field of artificial intelligence, many studies have proven a strong correlation between attitudes and subjective criteria of behavioral intent, perceived behavioral control or perceived behavioral control refers to the degree to which a person believes they can perform a particular behavior.

Conclusion

The study seeks to identify the attitudes of communicators towards the adoption and use of artificial intelligence techniques, and the study reached several results, including:

1- Follows the target sample of respondents in the news of artificial intelligence techniques at a high rate, this comes in the context that artificial intelligence has become a present in which we live amid an ongoing debate about its perceived benefits, potential risks and constantly evolving capabilities.

2- The target sample of respondents pointed to the ability of artificial intelligence techniques to simulate human behavior in carrying out many media tasks, this result confirms the importance of these technologies and the need to work on owning and investing them and taking advantage of the positives they achieve, but under the supervision and careful follow-up of the human element.

3- The areas most used for artificial intelligence techniques according to the opinions of the respondents came in order as follows: (marketing field), then (media field) and finally (technical and administrative field) the most important artificial intelligence techniques from the point of view of the study sample were (data journalism as converting texts to data in various forms), (machine translation techniques for other languages), (using robots in press editing processes or providing news from the studio or in the field), (using bots to respond to inquiries and comments of the public).

4- The topics most employing artificial intelligence techniques were more from the point of view of the total respondents of the study in the service press, such as knowing the weather conditions, currency prices, gold, and others, then in the economic press, the largest percentage of respondents also replied that these technologies will later lead to developments in professional performance to a large degree, it can be said that the expected performance may lead to the creation of behavioral intent to use these applications and then they have already employed it in the media work in its various professional, marketing, administrative and technical dimensions, this results in enhancing and improving the quality of performance and achieving added value, and increasing production at work more professionally.

5- The respondents' answers came according to the position of their media institutions towards the use of artificial intelligence techniques in the coming years that (You will make some changes and fixes to adopt these technologies) then (the current situation will continue without seeking to acquire and use these technologies) finally (you will make radical and profound transformations to adopt and exploit these technologies), depending on the facilities available, facilitating Conditions for each media organization.

6-   According to the respondents for themselves and their colleagues in the institution and their direct superiors, the largest proportion was moving towards supporting the use of these technologies, thus, the results of the study tended to accept those in the lower or middle departments to use artificial intelligence techniques are adopted by working in comparison to those in the senior management of various media institutions.

Recommendations:

The results, future vision and proposed research agenda for the development of research on the impact of artificial intelligence in journalistic practice were as follows:

•   The need to conduct longitudinal follow-up studies to understand how media professionals use artificial intelligence tools in news production and publishing, and the effects of this use on the press.

•   Interest in conducting comparative studies at the level of various press institutions, this is vital to compare the impacts of Artificial Intelligence in different social, economic, and media contexts.

•   Continuous monitoring and supervision of operations carried out by artificial intelligence, with the need to focus on the human role associated with activating these applications, especially in light of the growing ethical issues.

•   Forcing employees of media institutions to train on technological developments and to be linked to bonuses.

•   Introducing applied courses in Arab universities, especially media faculties, dealing with these technologies, provided that they are updated periodically.

•   Enacting legislation and laws to regulate media work produced through these technologies.

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